DELIBERATIVE DRAFT - DO NOT RELEASE

Communications Plan: EPA Announcement of EX. 7(a), Ex. 5 DP

against Denka and Dupont Specialty Products

Topic:

The Environmental Protection Agency will Ex. 7(a), Ex. 5 DP

Ex. 7(a), Ex. 5 DF

Elastomer, LLC and Dupont Specialty Products USA, LLC to compel reduction of chloroprene emissions from the Pontchartrain Works Site facility in LaPlace, Louisiana. Based on air monitoring data collected and inspections conducted earlier this year at the Pontchartrain

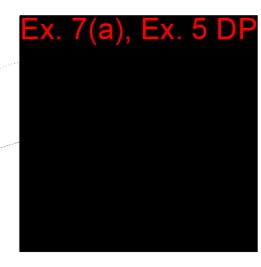
Ex. 7(a), Ex. 5 DP

Objectives/Goals:

- Ex. 7(a), Ex. 5 DP
- Provide residents of LaPlace and St. John the Baptist Parish with information (fact sheets, Q&A, potential community meeting) about EX. 7(a), EX. 5 DP and how these actions will impact them.
- Provide state and local government officials with information about
- Determine if and what type of long-term outreach to the community is required.

Top Line Messages:

- St. John the Baptist Parish has carried an unfair burden of risk from environmental toxins for far too long. One of the sources of this risk is chloroprene emissions from Denka's Pontchartrain Works Site facility.
- Ex. 7(a), Ex. 5 DP
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 Administrator Regan visited St. John the Baptist Parish last November as part of the "Journey to Justice" tour. Administrator Regan pledged that EPA would do more to protect residents. This announcement is an important step in fulfilling that commitment.

Rollout Plan:

One week before rollout

- Schedule briefing with relevant offices (OPA, OPEE, OCIR, OEI, Region 6) to discuss enforcement action
- Draft press release and desk statement
- Update and revise Q+As

Ex. 7(a), Ex. 5 DP

- · Stakeholder notifications (calls/email)
- · Post web content on two orders on EPA's LaPlace, LA webpage
- Post Fact Sheet for Residents on EPA's LaPlace, LA webpage

Communications Products:

- Press Release
- Q+A for press inquiries
- · Fact Sheet for residents in vicinity of Pontchartrain Work Site facility
- · Additional web content on orders for EPA's LaPlace, LA webpage

Primary Actions and Lead Contacts:

| Action | Lead Contact | Target Date |
|------------------------------|------------------------|---------------|
| Draft Press Release | George Hull, OECA | July 20, 2022 |
| Final Draft Press Release to | George Hull, OECA | July 25, 2022 |
| OPA | | |
| Final Draft Comms Plan to | George Hull, OECA | July 25, 2022 |
| OPA | | |
| Draft Q+A | Ann Stephanos, OECA | TBD |
| Draft Fact Sheet | Jenna Durant, Region 6 | TBD |
| Draft Web Content | Jenna Durant, Region 6 | TBD |
| Notify Stakeholders | See table below | TBD |
| Issue Press Release | | July 29, 2022 |
| Post Web Content | | July 29, 2022 |

Commented [DJ3]: It is R6's preference that the community be informed as thoroughly as possible, with as much notice as possible—either before orders are issued or as soon as they are issued. The community should be notified and briefed before a press release or other media notification is issued. R6 understands scope and timing of community discussions could be limited due to potential legal considerations.

Commented [DJ4]: R6 prefers a press event or in-person announcement with whatever amount of coordination/cooperation the community is comfortable with. R6 will work with OECA/HQ on a public engagement strategy.

Commented [WAH5R4]:

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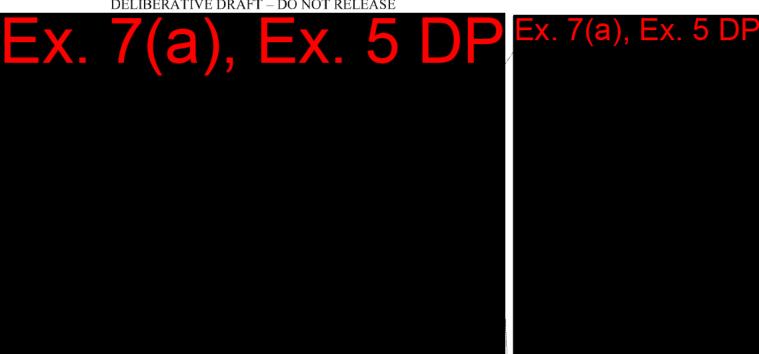
Stakeholder Notifications:

| Who to Notify | Notifier | Contact Information |
|--|--|--|
| HQ and Regional Press Offices | OECA Communications Communications | |
| OCIR | OAP Congressional (PACS) | Karen Thundiyil (Congressman Troy Carter – LA2) |
| EJ Email Listing | Vickie Epps-Price | |
| Louisiana Environmental Action Network (LEAN) | R6 | Wilma Subra Mary Lee Orr |
| Concerned Citizens of St. John | R6 | Robert Taylor and Mary Hampton |
| St. John the Baptist School District | R6 | Kevin George, Superintendent |
| Emma Cheuse Earthjustice | R6 | 202-745-5220 [HYPERLINK "mailto:echeuse@earthjustice.org"] |
| Green Army | R6 | General Honore |
| Tulane Environmental Law Clinic | R6 | Lisa W. Jordan and Kimberly Terrell |
| Egide Louis, ATSDR | R6 | |
| LDEQ | R6 | Dr. Chuck Carr Brown, LDEQ Secretary |
| St. John the Baptist | R6 | Jaclyn Hotard, President |
| LA Bucket Brigade | R6 | Anne Rolfes |
| TSU | R6 | Dr. Denae King |
| WHEJAC? | | Several |

Commented [WAH6]: We will coordinate with OPEEE, OEJ, and others to ensure we are notifying communities/key leadership in communities.

Background:





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